The importance of the topic. Crisis periods of economic development are characterised by stagnation, growing inequality, social instability and loss of human capital. Improving the living standards of the population and protecting it from possible risks arising from instability in the financial and economic or socio-political situation is an urgent task of public policy for the government. The priorities of short-term and long-term transformation of the labour market are analyzed to determine the direction of effective development. The article discusses the evolution of jobs and employment conditions in the new socioeconomic reality.

New risks are on the agenda today. One of the most important challenges has been the reduction of employment or its transformation. Opening up new ideas and expanding employment opportunities are relevant levers in the adaptation strategies of employers and employees. Strategic imperatives for the development of all labour market actors in conditions of instability should include the issue of choosing the optimal models of human capital. In these conditions, the issues related to the need to respond flexibly to turbulence of both social and economic nature become particularly relevant.

Purpose. To outline the strategic directions of selecting models of human capital use in the conditions of labour market crisis in the transition to a new socio-economic reality.

Research methods: system analysis, factor and comparative analysis, structural and functional analysis, method of statistical groupings, hierarchy analysis, expert evaluations and other methods.

Results. Measures that can be taken by public authorities for a more effective use of human capital in the formation of socioeconomic policy in the crisis of instability are proposed.

Keywords: human capital, flexible employment models, competitiveness, labour market regulation, digitalisation of the economy

JEL classification: J18, J21, J41, J50, J63

UDC: 331.5.024.5

1 In the meaning given by Tom Nichols in his book „The death of expertise” which is understood as self-sufficiency and systematic rejection of expertise.